

Sustainable Energy Committee Minutes – January 20, 2012

Conference Room G - Town Hall

Committee Members Present:

Christopher Ketchen, Chair
Suzy Littlefield
Richard Joyce
Beth DeSombre
Molly Fairchild, Sustainable Energy Coordinator
Absent: Scott Bender; Robert Cooper; Ellen Korpi

Citizens' Speak: no one present

Minutes: December 16, 2011 revised and approved; January 6, 2012 approved.

EPA - Green Power Communities

Mr. Joyce reported that the Ad hoc Green Power Communities Team met yesterday. It is a larger group now that includes all of the leadership team from Sustainable Wellesley. The SW Leadership team has developed a pilot for a door-to-door outreach to residents. The previous meeting had included a long discussion of the 10% level, part of the process of us honing the message for outreach, to encourage participation, and still challenge residents to participate at higher levels. The Committee discussed the environmental benefit of retiring Renewable Energy Credits (RECs) as the MLP is doing with all of the Renewable Energy Program purchases to add to the demand for renewable power, as well as the economic incentive to sell RECs.

The Committee reviewed four versions of a new approach to the bumper sticker from the Phyllis and the graphics designer. The Committee discussed Palo Alto's website and the branding of their renewable power. Ms. DeSombre weighed in that VREP does not have this as it is unclear what it is and how to pronounce it, but there would be a place for this on the bumper sticker. Ms. Littlefield recommended a consult from Laura Hockett, our Advisory Liaison.

Materials: Mr. Joyce reported that we have considered all possibilities from direct mailing to inserts. Given that budget has now been given to working with the Graphic designer, and the comprehensive concept for door-to-door outreach, using door knob hangers, the direct mailing is being considered just for the Primary Commercial electric customers and the top one hundred commercial electric users. This group has the added incentive of gaining the Green Power Partner designation from the EPA for participation. The letter will have two signatures, from MLP Board and Selectmen.

Town Website improvements for Outreach: Mr. Joyce reported that Suzanne Newark with the support of the NIS team has done a great job on the MLP website, which includes an easy URL link Wellesleyrenewableenergy that takes you directly to the sign up page on the Town website. The MLP page now includes a calculator to estimate the cost of purchasing renewable power.

based on your own kWh usage, and there is also a link to the distribution map of participation in the Town.

Old / New business: Ms Littlefield reported on the meeting with the WHS architects, Symmes Maini & McKee Associates. Also that there will be a Utility Bill stuffer for the WHS events in May, that will be another opportunity for us to do outreach on renewable energy. Precinct Meetings at WHS in March will also be a time for outreach.

Ms. Fairchild reported that she is working with Sustainable Wellesley to draft talking points for the door-to-door campaign that will also be used to draft the email to TMM friends, after feedback from the Pilot. There has also been a good response to the rebroadcast of the Sustainable Wellesley 2010 Symposium, on cable, with one resident stepping forward to help with outreach to seniors on renewable energy.

Mr. Ketchen reported that we look forward to having The Facilities managers come to the next meeting to share their proposal for Facilities with the planned restructuring.

Ms DeSombre offered her interest in coordinating musical performances for the Wellesley Farmers' Market.

Meeting Adjourned: 8:30 am

Next SEC Meeting: Feb 3rd